

# Rise of the Data Hub: Strategies for Effective Convergence of Data Management and Governance

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Kevin Petrie  
VP Research

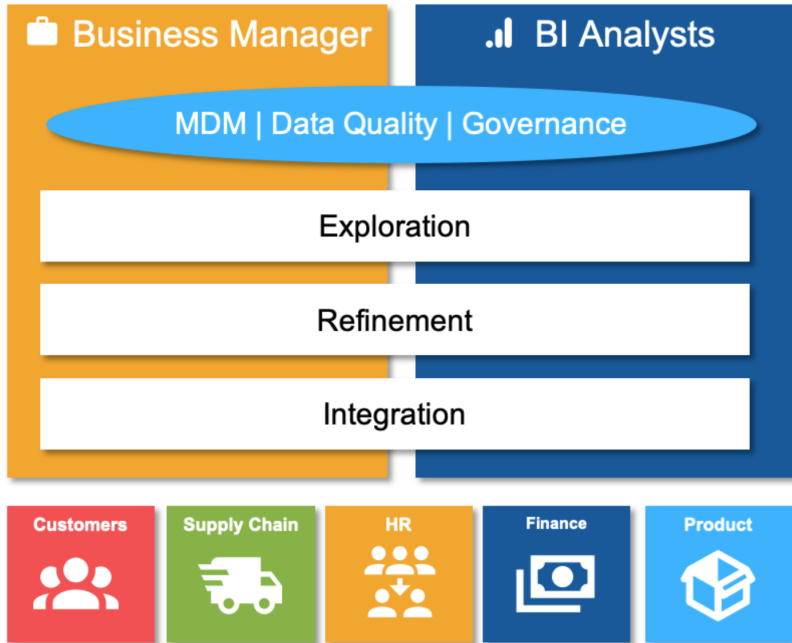
Matt Dahlman  
VP Worldwide Customer Success

- Data silos
- Data hub vision
- Reinventing roles
- Tradeoffs and evaluation criteria
- Guiding principles for adoption

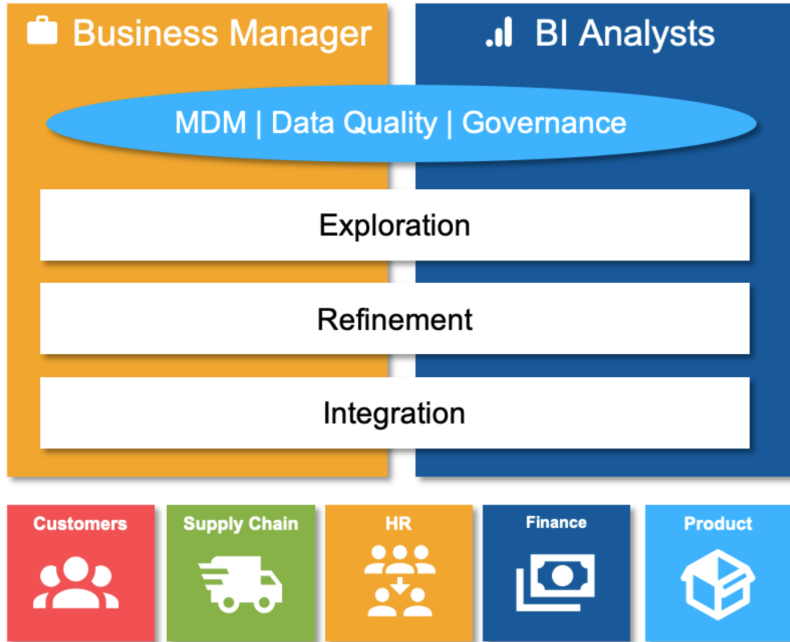
## Symptoms



- IT integrates tools, not data
- Teams work at cross-purposes
- Data stewards just chase issues

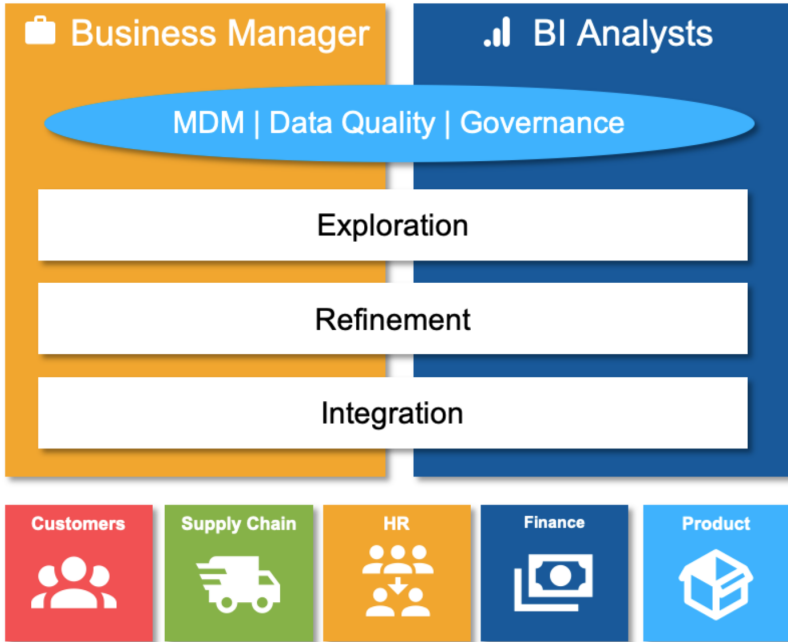


- Integrate, refine and explore data
- Build 360-degree views of customers, employees, suppliers, etc.
- Glue together governance, master data management (MDM) and data quality



## Business Manager

- Applies domain expertise to data exploration, assembly and formatting
- Identifies master data gaps; matches and merges records
- Visualizes and helps govern entity relationships



## BI Analysts




- Gain new confidence in data quality
- Reduce transformation and preparation work
- Spend more time on exploration and discovery

# The Data Steward: from Firefighter...







	Tradeoff	Evaluation Criteria
	Ease of new tool vs. Learning & adoption	<ul style="list-style-type: none"><li>• Does the data hub reduce overall administrative work, or just redistribute it?</li><li>• What are the training requirements to learn the new data hub?</li><li>• Can the data hub enable us to retire other tools for simplicity?</li></ul>
	Benefits of reinvention vs. Costs of disruption	<ul style="list-style-type: none"><li>• Can we implement the data hub without interrupting our existing governance and compliance initiatives?</li><li>• Can we align with strategic initiatives – e.g., compliance, data modernization or cloud?</li><li>• Would it be more efficient to reconfigure or consolidate existing tools?</li></ul>
	Efficiency of one framework vs. Need to specialize	<ul style="list-style-type: none"><li>• Will the data hub leave critical aspects of data management unaddressed?</li><li>• Can we maintain an open architecture (data formats, APIs, etc.) to add or change third party components?</li></ul>



CAO

## Guiding Principle #2: Piggyback Funded Projects



# Guiding Principle #3: Federate Your Analysts



# Guiding Principle #4: Start with a Small Win



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